

*Brace*  
*Every Month*

**We are sending you this magazine feeling that its articles on  
\*CELLized Oak Floor Blocks and  
other subjects will be helpful and  
of interest.** . . . . .



Copyright 1929  
\*CELLized Oak Flooring, Inc.

**\*CELLized Block Flooring Co.**

**\*CELLized Block & Plank Flooring**

**7926 Edinborough Street**

**New Orleans, Louisiana**

**SEPTEMBER, 1929**



**BRUCE**  
**CEDA'LINE**

## **CEDAR Clothes Closets-** **— NO MOTHS —**

CEDA'LINE is the real Tennessee red cedar that is better insurance against moths than any chemicals or other substitutes. There is an increasing demand in every home for dependable protection against moths.

Housewives everywhere are fighting the moth pest. The automobile has changed housekeeping completely. Garments are no longer carefully stored away each summer. We need coats, wraps and summer furs for evening drives.

CEDA'LINE closets protect against moths. Every closet in the home can be a cedar closet. CEDA'LINE is easily applied over plastering. The fragrant enduring odor while pleasant to human beings is obnoxious and destructive to moths. The entire cost of a CEDA'LINE closet would not be more than the cost of a good garment destroyed by moths or the cold storage cost of furs for one season.

*Insist on the original*  
**BRUCE CEDA'LINE**

Manufactured by **E. L. BRUCE COMPANY**, Memphis, Tenn.

# Bruce

## Every Month

The thought of greater profit for you is our purpose in every page

*A magazine presenting oak flooring news, trade customs, sales aids, suggestions pertinent to the use of oak flooring, to the lumber dealer, architect, builder, realtor and interior decorator.*

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EXECUTIVE OFFICES AT MEMPHIS, TENNESSEE

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*Bruce Oak Flooring  
the Best Oak Flooring*

EVAN L. FELLMAN, *Editor*

MILLS AT  
MEMPHIS, TENN.  
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NUMBER NINE

### *In This Issue — Read*

**An Indictment**

**A Reply**

**Wood Is King of Construction Materials**

**Installment Selling For the Dealer**

**Cold Everbond**

**Selections in Shade, and Shredded Wit**

**Floor Fotos**

*and after you have read ask us about any relative matter. You have problems which are of common interest to us. Our business is to help you solve them.*





*\*CELLIZED Oak Floor Blocks, highly polished, most certainly add much to the exquisite appointments of these St. Louis apartments.*



## *An Indictment*

From "PRINTER'S INK"

"**T**HE RETAIL lumber dealer, as every well informed person knows, is slipping fast and, in slipping, he is bringing worry to the manufacturer and distributor.

"There are five main reasons why the lumber industry is having such a hard time today. Each of them is heavy with meaning and full of primer class merchandising principles which everybody should know — but which, strange to relate, seem to be overlooked fairly generally.

1. "The first is in the making and selling of substitutes. The general idea in building material lines is to accept almost anything in place of lumber. A great fad for substitutes has set in. Some of these are entirely reputable products and deserve a place; others do not do the job as well as lumber.

"One reason for their popularity (and here the lesson begins) is that the quality of lumber has been allowed, in some instances, to deteriorate during recent years. Another is that the substitutes, almost without exception, are intelligently and actively advertised and sold,

full attention being given to all the modern principles of creating consumer acceptance and hooking this up directly with the dealer. Lumber has not been, and is not being, merchandised in this way.

2. "The second consideration is in the stubbornness of lumber retailers in adhering to old-time methods, and the calmly acquiescent attitude of manufacturers in failing to try to teach them better ways. For years past, the lumber dealer has usually looked to the contractor to sell his line; and, in many places, there can be found all the way from two to ten dealers fighting to get the business of twenty to one hundred contractors. The contractors, wisely seeing their advantage and being human enough to press it, shop their bills. The whole result has been a grading down in quality, material and prices until there is now hardly enough of a spread to operate on so as to make expenses, to say nothing of making a profit.

3. "The third cause of the lumberman's difficulties is something not of his own making. He is supposed to be in the retail business; nevertheless

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## A Reply

GRANTED that the five points of "An Indictment" are true in the main, what have we, as large manufacturers of lumber and lumber products, to state in defense?

While the five points may apply generally they certainly do not apply for every dealer or for every manufacturer. Therein lies the salvation of our industry — in the fact that a few here and there have realized our inherent weaknesses and difficulties and have made resultful efforts to overcome them. What has been done?

Point number one has to do with competition from substitutes. This has been particularly severe in the field of floor coverings. The major appeal of the substitutes for Oak Flooring has been "Style." When they started there was nothing but common, ordinary flooring obtainable. Blocks and Planks were developed and nationally advertised as "Style in

Oak Flooring"—the real thing, not a substitute, with the result that increasing volumes are being sold by retailers.

Such an impression has been made that now the leading substitute manufacturers have about-faced and are featuring new designs in their products which seek to resemble Oak Plank and Block flooring. We are gratified that they too, acknowledge the superiority of wood in attempting to imitate it. There is no giving way to substitutes in our field. With Blocks in particular we are definitely taking over work which wood flooring could not previously capture.

Secondly, Bruce dealers, insofar as flooring is concerned, are not adhering to old-time methods. They are not, because a true Bruce dealer uses every modern merchandising tool our company and our salesmen offer him. He learns how to sell "Bruce Oak Flooring—The Best Oak Flooring." He learns how to talk quality and to sell

*The illuminating article beginning on the opposite page is taken in part from a recent issue of the widely read "Printer's Ink" magazine. It is of vital importance to everyone concerned in any manner with the welfare of the lumber industry. Read it, and then read our reply.*





quality — and that's the easiest and best way to eliminate price competition. If a dealer buys from us, regardless of the quantity, and fails to take advantage of what we can do to help him, we do not consider him a Bruce dealer.

The third consideration is not nearly as serious as it may seem. True enough, many items in the dealer's yard and shed are not of interest to the consumer who cares only how the finished house is built. However, there are enough of them, like Oak Flooring, which may be vividly described and illustrated by pictures, displays, etc., so that they may be "sold" to the consumer by the dealer. If the selling is done right and is followed by outstanding "service" there is every reason to believe that the good-will resulting will bring demand direct from consumers who have been well treated for those other items which the contractor has formerly bought for the consumer — at his own prices.

In regard to financing plans, the fourth of the five points, we have long held that the lumber dealer of today must use those plans which have proven successful in selling other products. Elsewhere in this issue you will find a very lucid article on this point.

"An Indictment" states the fifth point, concerned with the rise of speculative building, is the greatest problem facing the retailer today. And it is, *when* the speculative builder is able to buy direct from manufacturers. When he can't do that, as in our case, the dealer has ample opportunity to get the business of the large builder. At least he has an equal chance with other retailers. If he is the right kind of a merchandiser, if he uses the help the manufacturers can give him, if he resorts to every method of selling that is rightfully his—other than price cutting, he should get the business, and profit by it.

This fifth point has always been important with the E. L. Bruce Company. We have faithfully recognized and protected the rights of our dealers. Even when we were convinced that some dealers were not giving us the proper support on plans and products we knew would help them we did not "go around" them as we easily might have, and as many other manufacturers do. No, we are one hundred per cent for the retail lumber dealer. If he is fighting a losing fight, we will continue to do all we can to turn the tide of battle in his favor.

But the E. L. Bruce Company does not believe the lum-

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## Wood Is King of Construction Materials

BY DR. EMANUEL FRITZ

*Professor of Lumbering, University of California.*

A FEW days ago, I saw a card in a railroad office featuring a locomotive; the legend read: "The locomotive is still king of transportation." Is not wood still king of construction materials, and isn't this a suggestion for a talking point? If lumbermen don't think so themselves, why advertise and expect others to be-

lieve that wood is still a leader and that it has merits?

I hold that any interesting thing that can be said about the forest, the mills or the wood itself without reference to specific properties would hold the reader's attention and assist, *if kept up* of course, in building up a favorable opinion toward wood, even a respect, admiration and



*Even in an absolutely bare room setting there is a warmth and depth to the Block Floor with its infinite grain variations which somehow cannot be approached by the "regular irregularity of substitute floor coverings."*



Marketing Techniques



finally a demand for it. Our lumber advertising of the past has in many instances appeared to me as lacking in imagination and as being inferior to that of the cement, brick, steel, stucco and wall board producers. Too often the inferiority complex of the lumber industry creeps into its advertising.

Look to the ice industry for example. Was there ever a product apparently more simple, less romantic, less interesting, less equipped with talking points than ice? Has the iceman permitted an inferiority complex to develop and to stampede him into the fear that leads to resignation and acceptance of the apparently inevitable death of his business? Not at all. Instead, he sprouted an enthusiasm for his product, he painted up his wagons and his offices, got rid of the square-jawed delivery man who, in the comic papers, carries the dwindling, dripping cake of ice over the kitchen floor and flirts with the cook. He discovered talking points for ice, lots of them, and spread them before the public in such an appealing and yet dignified manner that he has captivated the interest of many a housewife, who now thinks twice before she succumbs to the alluring talking points of the now numerous and well-or-

ganized producers of mechanical refrigerators who urge her to scrap the old ice box.

It is not at all necessary, in the case of wood, to harp on economy, insulating values, availability, ease of working and such time-worn talking points. Advertising, if I understand it correctly, should aim to keep a name or a product constantly before the public, presenting it in a dignified, interesting and truthful form; in short, in such a way that the reader will be pleasantly, constructively, and lastingly impressed.

Just as a final word, and this I believe is extremely important—talking points, no matter how alluringly presented, mean nothing if the reader's friendship for wood is broken the first time he decides on wood in favor of a substitute. If the product continues to be manufactured, sold and reworked in the present helter-skelter manner and the industry follows a *caveat emptor* course, no talking points will help it. Wood is already in bad repute because of this attitude. It can be saved only if the industry itself decides it to be worth saving, and by delivering a high class product honestly merchandised and persistently and truthfully advertised.





Upper: \*CELLIZED Oak Block Floor in the H. O. Triplett home, Dallas, Texas, Contractor, H. C. Foster. Lower: Random width \*CELLIZED Oak Floor Planks in the home of Mr. Lang Wharton in Dallas, Texas. Architect, C. H. Griesenbeck. Contractor, Walter Whitley. Bruce flooring for both homes purchased through Lingo Lumber Company, Dallas, Texas.



The Best

## *Installment Selling for the Dealer*

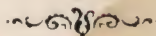
COMPETITION today is more between industries than it is between components of industries. The motor manufacturers, the electric refrigerator companies, the radio makers and many others are cutting into that share of consumers' dollars which should be spent for new home building and modernizing. And this is due in large measure to the installment selling and financing plans others have and the lumber industry has not.

This is the day of installment selling. The average man's income is spent before he earns it and his distant future income is likely to be pledged also. In the judgment of many, financing of installment selling of building units will increase lumber consumption faster than any other vital step which might be taken.

But most important is that the risk of such financing is

really the safest risk of all. For, when people build they build for permanency. Their clothes will wear out, their automobiles will be traded in, the food they eat is quickly gone, but the houses they build are built to last a lifetime. A loan made on houses and the materials going into them is safely secured. And for that reason financing companies are entering the field to concentrate on this work.

The lumber dealer should, generally speaking, leave financing to a finance company. But he should take immediate steps to give himself a fair chance to get his share of the consumer's dollars. One of two things is bound to happen: Either the lumber dealer must merchandise the job as the public wants it, which is the complete unit sold on terms, or he is going to see someone else do it in his stead.



### *Try This Interesting Problem*

Put down the number of your living brothers; multiply by two; add three; multiply by five; add the number of your living sisters; multiply the result by ten; now add the number of your dead brothers and sisters, if any; from the result subtract 150. The right hand figures tells you the number of deaths, the middle figure shows how many sisters you have living while the figure to the left gives the number of brothers living.







Blocks in Educational Buildings—quiet, warm, sanitary, durable and attractive. In  
 Blocks of either Oak  
 Above are some views of the Gretna High School at Gretna, La., and of Dickinson  
 superiority over previously used floor coverings. Licensed \*CELLIZED Floor Contra



Installers, Architects,



fact, school buildings are and should be an ideal field for \*CELLIZED Wood Floor, Beech or Maple.

Hall of Newcomb College in New Orleans, where Blocks are proving their merit, \*CELLIZED Block Flooring Company, 7926 Edinburgh St., New Orleans, La.



Contractors - Realtors

## Cold EVERBOND

ONE of the factors which has been influential in securing phenomenal popularity for \*CELLIZED Oak Floor



*Troweling cold EVERBOND over a concrete sub-floor.*

Blocks in a short period of time is the method of laying. When the product was introduced as Oak Floor squares laid in a plastic cement without nails much interest was excited because Oak Flooring had almost always been nailed.

The first type of plastic cement was named EVERBOND. It was a splendid product but it had to be heated and kept to a fairly even high temperature just prior to use, for best results.

During recent months a new EVERBOND has been developed and hundreds of thousands of pounds of it now in use under Oak Floor Blocks all over the country has proved its superiority over the old. The new EVERBOND embodies all of the characteristics of an ideal wood floor cement. It is non-setting, strong in bonding power and indestructible. It is termite and vermin proof and of course extremely sound-deadening. It may be used in any climatic condition. But perhaps most important is that it is used cold which eliminates heating equipment and the necessity of dip-



*With EVERBOND spread evenly to  $\frac{1}{8}$  of an inch it is ready to receive Blocks.*





ping each block in hot EVERBOND before laying. The new EVERBOND is spread on the wood or concrete sub-floor easily and quickly as the illustrations show.



*Block is placed in position by a simple rotary motion.*

One man troweling EVERBOND can keep ahead of two men laying blocks, cleaning up debris, and thoroughly sweeping the sub-floor. In this manner one thousand feet can be laid on an average in a day. This is two and one-half times as fast as under the old system.

Architects and others concerned with the individual merits of products and methods employed in building are appreciative of the advantage of the

EVERBOND method of laying floors as opposed to nailing. The mechanical principle of nailing is incorrect for the reason that sub-floors and top-floors expand and contract in different directions and degrees while the nails attempt to hold them stationary. This of course is impossible.

EVERBOND, however, because it is in an ever-plastic state, allows movement in either the sub-floor or top-floor to take place evenly with equal resistance over the entire floor area. The floor laid with EVERBOND can "seek a level" while the nailed floor, if conditions are severe, is affected unevenly and at the weakest points.



*Illustrating space left around walls and pillars to provide for possible expansion and which will be covered by base board and shoe.*



## *An Indictment*

(Continued From Page 5)

in the bulk of his transactions he is selling material which, of itself, is not at all interesting to the consumer, which the consumer does not know anything about and won't learn anything about, but which is used to make something in which he is vitally interested. In a way, the general public is not buying lumber; it is buying the products that are made from lumber. The lumber dealer, who has his main transactions with contractors, has become almost as much of a wholesaler in many communities as is the wholesale grocer.

"Many of the more progressive lumber retailers, recognizing that under this system they are sinking deeper and deeper, are insisting upon being retailers in fact as well as in name. They are broadening their lines so as to become building material dealers rather than mere lumbermen. They are stocking advertised items of which there are many; and these brands, sold in pick-up quantities, keep them in closer touch with the consumer. This much accomplished, the lumberman finds it reasonable and feasible to sell lumber to the man who is going to do the work. He does this

by means of service. In a way, he takes the contractor's place; and the consumer is glad indeed to have the benefit of his experience and responsibility.

4. "The fourth difficulty for the lumberman is the financing plan to home builders offered to them by the leading mail-order companies. However, the retail lumberman need not confess defeat in this vital thing. He, as well as the mail-order houses, can make arrangements with banks or building and loan associations whereby his customers could finance their new homes.

5. "But the biggest problem of all is number five in the list; and this is that the speculative builders have become the real merchandisers in the lumber business. The lumber dealer has stood by and allowed them to take away most of his contact with the ultimate consumer market. They have added financing to the picture and have fixed things so a lumber dealer cannot even talk to a prospective builder unless he offers the same things they offer. They have become big enough and strong enough in many communities to dictate to the lumber dealer. They tell him what

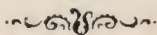


they will pay and if he will not give the material to them at the price they want they will buy direct from the lumber mill. And the lumber mill, with a singular inability to see the eventual consequences of such tactics, will sell it to them. Often they can buy at even a lower price than does the dealer, thus leaving him high and dry.

"A few years ago, the lumberman largely controlled his contractors, who were his market, by financing them. When a contractor would get a job he would go to the dealer, and the dealer would carry him until he could begin getting payments from the owner. Sometimes the job would go sour and the dealer would then have to carry the contractor indefinitely. He considered it quite an advantage

to have a good contractor pretty far in debt to him. He could charge what he wanted to (many times he charged too much) and generally controlled the situation.

"But all this was in a day when the man who wanted to buy or build a house went to, or hunted up, some individual contractor. Now he is more likely to drive out some nice Sunday to where a row of houses have been built for sale, plank down his \$500, move in Monday and start paying \$50 a month. Or he writes to the Gordon-Van Tine Company, Sears, Roebuck or Montgomery Ward. Or, again, if he has money and ideas, he goes to an architect. All this shake-up is making life rather miserable for the lumberman."



## *Wanted — Can You Supply?*

The New York Public Library has asked that we secure from readers of "Bruce Every Month" the following back numbers if they are available:

Volumes 1 to 4, all issues.

Volume 5, numbers 1 to 5, 11 and 12.

Volume 6, numbers 5, 8, 11 and 12.

Volume 7, numbers 3 to 12.

While we have bound copies of all volumes we, of course, must retain them for our permanent file. It will be greatly appreciated if you will look through the back numbers you may have on hand to find as many of those needed as possible, forwarding them to the editor or to Mr. G. H. Anderson, Director, The New York Public Library, 5th Avenue and 42nd Street, New York City. Postage will be refunded.







*This floor represents the third installation of Blocks for the Eastern Outfitting Company of Los Angeles, who believes the floor has much to do with the effectiveness of its magnificent furniture display rooms.*



When They Want the

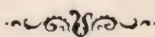
## *A Reply*

(Continued From Page 7)

ber dealer is losing ground. Some, the unprogressive, are slipping just like the weaker links in any competitive industry give way. However, those dealers who are fighting an intelligent battle, who refuse to take quick gains in favor of later greater profit, who line up with manufacturers who need their help and want to help in return, who merchandise rather than take orders, are the dealers who are actually growing stronger year after year.

Look finally at the five points again. Competition from

Substitutes, 1860 Selling Methods, Lack of Consumer Interest, Financing, and Speculative Building. If you are a retailer, weigh the importance of each of these factors in your community and in respect to your own business. Every point suggests an essential problem and you *must* overcome each one of them. Much you can do alone, but some must be done in co-operation with your manufacturers. When you get ready to whip Oak Flooring sales into shape, we will furnish the whip—and the Oak Flooring, if you will do the whipping.



## *Bruce Maple Flooring*

Through the recent purchase of the four unit Maple Flooring plant formerly operated by the Indiana Hardwood Flooring Company, at Reed City, Michigan, the E. L. Bruce Company becomes a factor equally strong in Maple as it is in Oak Flooring.

The annual production on the present basis of operation will be fifteen million feet which we of course expect to market through our regular Representatives and Dealers.

The new plant is modern, in excellent operating order, and our purpose is to gain as quickly as possible the same high reputation for Bruce Maple Flooring that Bruce Oak Flooring now enjoys.

Standard grades and sizes of Maple Flooring as well as Maple Floor Blocks will be manufactured at our new plant and a stock will be retained at all Bruce Plants. This represents an additional opportunity for users of Maple Flooring to take advantage of Bruce Mixed Car Service.





# SELECTIONS in SHADE

Rastus: "Did you all wear dem flowers I done sent you?"

Mandy: "I didn't wear nothing else but.

Rastus: "Lawdy, where did you pin 'em?"



The judge was giving his regulation lecture on the evils of gambling. "So you see," he concluded, "what a wicked thing it is to shoot craps, especially on the Sabbath. Have you nothing better than that to do on Sundays?"

"Oh, yessuh, Judge," replied the prisoner. "Most gen'ally ah caddies fo' ya when you plays golf with Mistuh Smith fo' a dolluh a hole."



"I hear your brother Bill has passed away."

"Yes, poor Bill is no moah."

"Wot was the complaint?"

"Dere wasn't no complaint. Everybody was puffickly satisfied."



The unusual thing happened in a southern town the other day when a negro woman committed suicide.

"Why is it, Rastus", an old negro was asked, "that so few negroes ever commit suicide?"

"It's dis way, boss; when a white man gets in trouble and sets down to worry over it, he gets despret and kills hisself. When a nigger sets down he goes to sleep."



"Acquitted," said Judge Collins.

Th old negro who had been accused of stealing a watch looked doubtful.

"Acquitted? What do you mean, judge?"

"I mean," answered the judge, "you are acquitted."

The negro looked more confused than ever. "Judge," he asked, "does dat mean I have to gib de watch back?"







"Why do married men live longer than single men?"

"Oh, they don't. It just seems longer."



"I am satisfied on one thing at last; I found out where my husband spends his evenings," remarked Mrs. Gadabout.

"You don't say so, dear; how did you find out?" questioned Mrs. Gossip.

"I stayed at home one evening last week, and found him there," answered the satisfied lady.



Doctor—Congratulations, boss; you're the father of triplets.

Politician—I demand a recount.



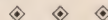
"One of them, the one who won one one-dollar prize is still wondering how he did it."



Little Willie: Yah, I saw you kiss my sister!

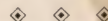
Sister's Boy Friend (hurriedly): Ah—er—here's a quarter.

Little Willie: And here's ten cents change. One price to all; that's the way I do business!



Judge (to officer who had arrested a man for not wearing any clothes): "What is this man charged with?"

Officer: "Impersonating a woman."



First Englishman—"I say, Charlie, did I ever tell you that joke about the Egyptian guide who showed a group of tourists two skulls of Tut-ankh-amen—one when he was a boy, and the other when he was a man."

Second Englishman—"No, let's hear it."



Father: "The man who marries my daughter will get a prize."

Ardent Suitor: "May I see it, please?"





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